

ESTS Policy on sustainable fishing practices with the MSC ecolabel

ESTS 关于可持续渔业实践与 MSC 生态标签的政策

Today, the global fish stocks are dwindling at a worrying rate due to over exploitation, climate change and pollution. At the same time, seafood consumption worldwide is on the rise, leading to further depletion of fish stocks. Increased pressure on marine resources, and the intensification of fishing activity has also negatively impacted the marine ecosystem more generally. Today's consumers and retailers take this threat seriously, and increasingly demand that producers, processors and importers provide proof that their fish and seafood products are issued from responsible, sustainable fishing sources.

如今，由于过度捕捞、气候变化和污染，全球鱼类种群正在以令人担忧的速度减少。与此同时，全球海产品消费量呈上升趋势，导致鱼类资源进一步枯竭。海洋资源压力的增加和捕捞活动的加剧也对海洋生态系统造成了更普遍的负面影响。当今的消费者和零售商意识到这一威胁非同小可，越来越多的消费者和零售商要求生产商、加工商和进口商提供证据证明他们的鱼类和海产品来自负责任的可持续渔业来源。

For fish stocks to remain sustainable, fishing must be carried out at a level that ensures fish and seafood can continue to reproduce indefinitely. It is also critical that fishing activity be managed such that other species and habitats within the ecosystem remain healthy. The MSC (Marine Stewardship Council) ecolabel allows you to demonstrate to consumers that your fish and seafood products can be traced back to sustainable sources.

为了保持鱼类种群的可持续性，捕捞必须确保鱼类和海产品能够无限期地继续繁殖。同样重要的是，必须对捕鱼活动进行管理，以使生态系统中的其他物种和栖息地保持健康。MSC（海洋管理委员会）生态标签能让您向消费者证明您的鱼类和海产品可以追溯到可持续来源。

ESTS, as an Ecologically Responsible Certification Body recognizes the MSC's vision that is for the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations. ESTS jointly participates the MSC's mission, to use the MSC ecolabel and fishery certification program to contribute to the health of the world's oceans by recognizing and rewarding sustainable fishing practices, influencing the choices people make when buying seafood, and working with our partners to transform the seafood market to a sustainable basis.

ESTS作为一家对生态负责的认证机构，认可MSC的愿景，即让全世界的海洋在今天、明天以及未来的世代都充满生机。ESTS共同参与MSC的使命，通过MSC生态标签和渔业认证项目，用认可和奖励可持续渔业实践的方式，来影响人们在购买海鲜时做出的选择，并与我们的合作伙伴携手将海产品市场转变为具备可持续发展基础的市场，为世界海洋的健康做出贡献。

ESTS, as a Quality Certification Service Provider supports the fishing industry in ensuring responsible fishing practices and enable you to conform to internationally recognized sustainable fishing standards, demonstrate full traceability and shore up your brand's reputation.

ESTS作为质量认证服务提供商，支持渔业确保负责任捕捞的做法，使您能够遵守国际公认的可持续渔业标准，展示完全可追溯性并维护您的品牌声誉。

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